**INSTRUCTIONS**

*Read “****The Marketing Research Process”*** *handout, understand its steps and sub-points, then make a* ***TABLE*** *of all these steps and sub-points and* ***start identifying and classifying*** *all those steps in the following readings.*

*Make separate table for each of these readings (6)*

*Take help from presentation handouts i gave also take help from the internet.*

1. BOEING: TAKING FLIGHT
2. Scion: The Illustrious Offspring of Toyota
3. Fast . . . Fruit?
4. Crunchy Nut Red Adds Color to Kellogg’s Sales
5. Marriott International, Inc.
6. Starbucks: Buck-Up in Japan